

# An Evaluation of **Best Buy's** E-Commerce UX

Essential Insights for CMOs



## SUMMARY

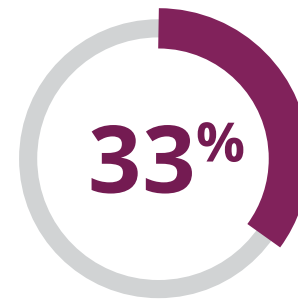
# Even Market Leaders Can Falter with Subpar UX

Best Buy, a global consumer electronics retailer, was once synonymous with cutting-edge technology and renowned for its exceptional customer service. However, this organization that once stood as an industry benchmark now finds itself falling short in the face of intensifying competition from online retailers. Without an exceptional user experience (UX), Best Buy risks fading into obsolescence in a rapidly evolving digital landscape.

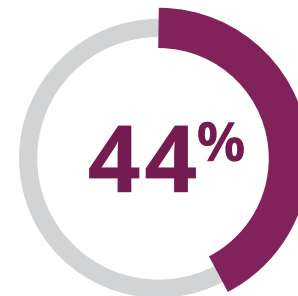
Zion & Zion conducted an evaluation of Best Buy's website which revealed significant challenges in their digital shopping experience. The analysis exposed areas where their once cutting-edge attributes do not align with the user experience. These shortcomings are detrimental and also demonstrate that even industry leaders are not immune to mistakes when it comes to navigating the complex digital landscape.

In this report, we will present in-depth insights derived from extensive UX research, illuminating the disparities between Best Buy's digital shopping experience and user expectations of a global technology retailer. Our study serves as a wake-up call for CMOs to rigorously evaluate their e-commerce strategies to avoid falling prey to similar oversights in the evolving digital marketplace.

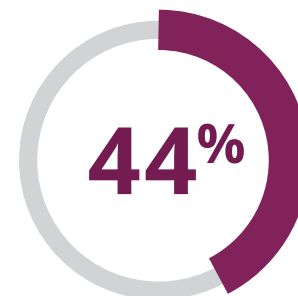
## Key Insights



33% of the identified issues stemmed from **usability concerns**, highlighting opportunities in the user interface and interaction design



44% of the issues were attributed to **inadequate information architecture**, indicating opportunities for optimizing the organization and structure of content on the website



44% of the issues were linked to **broken user journeys**, emphasizing the need for seamless navigation and flow throughout the digital shopping experience

## RESEARCH METHODS



Heuristic evaluations



Usability testing



Thematic analysis of findings

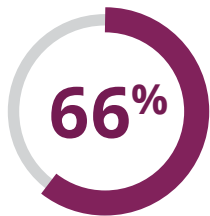
## DEMOGRAPHICS



Female



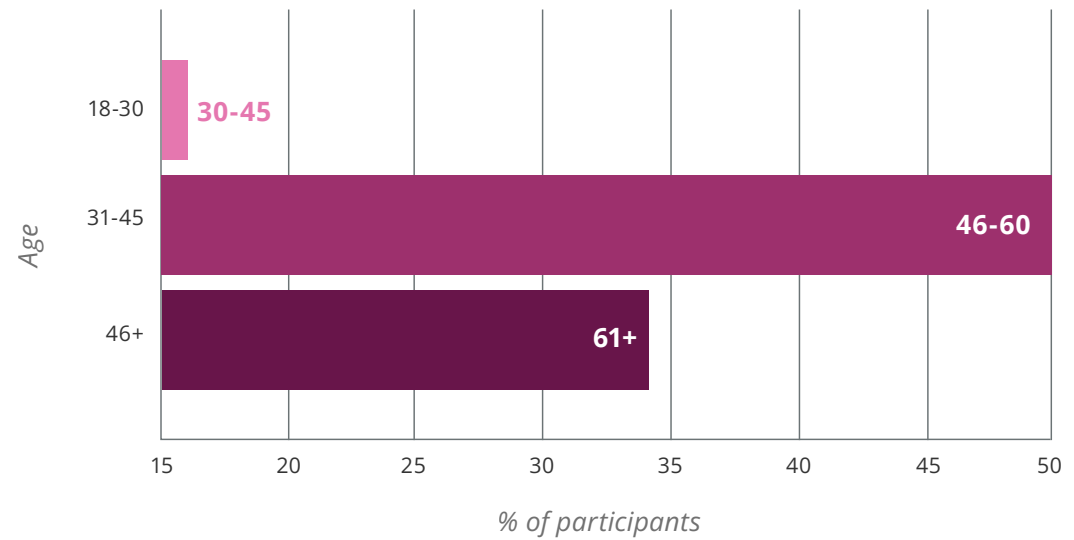
Male



Desktop



Mobile



## INSIGHT 1

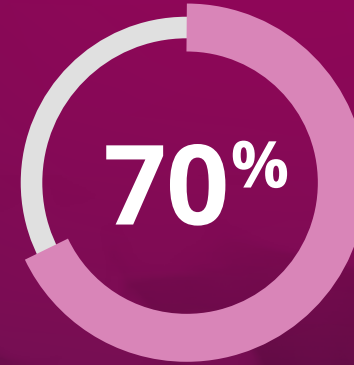
# Best Buy's Comparison Tool: A Striking Miss in Meeting Customer Expectations

The compare feature on the Best Buy website, designed to empower users to analyze similar products, proves ineffective for its intended purpose.

The compare feature doesn't allow users to successfully compare products. When a user selects the "compare" checkbox under a product, there is no visible cue to the user that this product has been successfully selected as an item of interest. After selecting multiple products and clicking compare, users are generally anticipating a visual representation of the differences between their selected items. Without it, users are left without a visual aid to guide them through the comparative analysis of products.

A lack of instructions further exacerbates the issue, making it strenuous for users to comprehend the full functionality of the compare feature. A staggering 70% of users faced significant usability issues when engaging with the compare feature, validating the necessity for improvements.

Moreover, on the mobile view, the accessibility of the compare button is positioned inconspicuously behind the scroll-up line on an iPhone. This positioning adds an extra layer of complexity for users attempting to engage with the product comparison tool on smaller screens.



70% of users faced significant usability issues when engaging with the compare feature





50% of users encountered issues when attempting to utilize Best Buy's professional installation offering

## INSIGHT 2

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### Best Buy's Professional Delivery and Installation Feature Lacks Clarity

Best Buy offers the option for customers to have their electronics professionally delivered and installed in their homes. Despite the appeal of this service, users did encounter significant challenges related this feature.

Our findings indicated that the presentation of the option occurs too late in the customer journey, negatively impacting user awareness and engagement. Users are left in the dark about service availability in their area resulting in uncertainty. Additionally, users weren't clear on the charges associated with the service which led to them not opting for it. The professional installation feature also requires more information about the range of services offered. Together, these issues diminished user confidence in the feature.

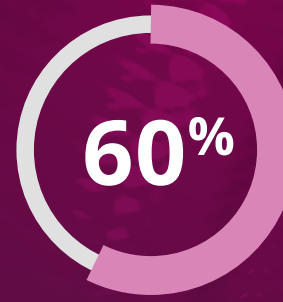
### INSIGHT 3

## Slow Site Speed has Detrimental Consequences

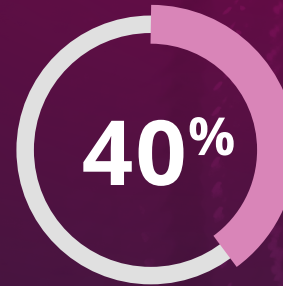
Best Buy's website faces a significant challenge with excessively slow load times. The prolonged load times have a considerable impact on the overall user experience, leading to frustration and, in turn, negative consequences.

The delayed loading prevents products from being promptly added to the cart, resulting in user uncertainty. This uncertainty prompts users to check multiple times to ensure successful addition, adding unnecessary friction to the shopping process.

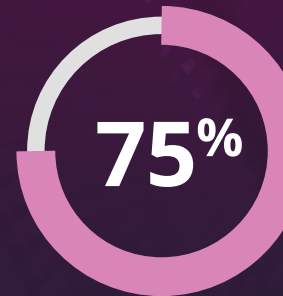
Furthermore, the slow load times significantly contribute to user hesitancy and cause many users to abandon their purchases. The extended waiting periods erode user patience, impacting their willingness to complete transactions on Best Buy's website.



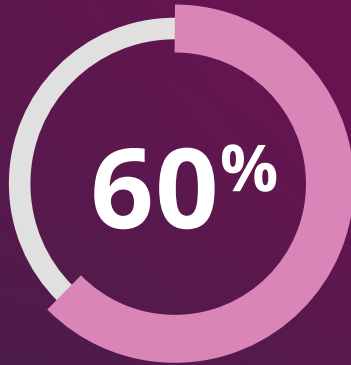
60% of participants experienced issues with the slow loading website



40% of users had to verify products were added to their carts due to slow loading times



75% of users who encountered slow page speed acknowledged they would abandon their purchase as a result



60% of users perceive the featured product deals displayed on the website as spammy

#### INSIGHT 4

## Best Buy's Discount Overload Creates Confusion

When users visit the site, Best Buy inundates them with a multitude of deals and offers across their product pages, creating a challenging user experience. The abundance of promotions, each with its own set of conditions, increases the cognitive burden on users, inadvertently leading to users being confused and overwhelmed, hindering their ability to make well-informed decisions.

The visual presentation of the deals and offers is also not very intuitive. Certain discounts appear as clickable items, although they are not, contributing to user confusion.

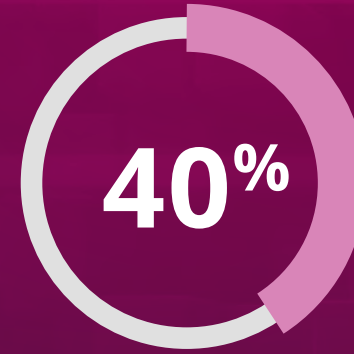
The sheer volume of deals can also create an impression of spam content on the website, which not only confuses users but also detracts from the overall website experience. To reduce cognitive overload, and improve both clarity and ease of use, it's essential to refine how deals are displayed and accessed.

## Inefficient Filters Compromise Product Discovery

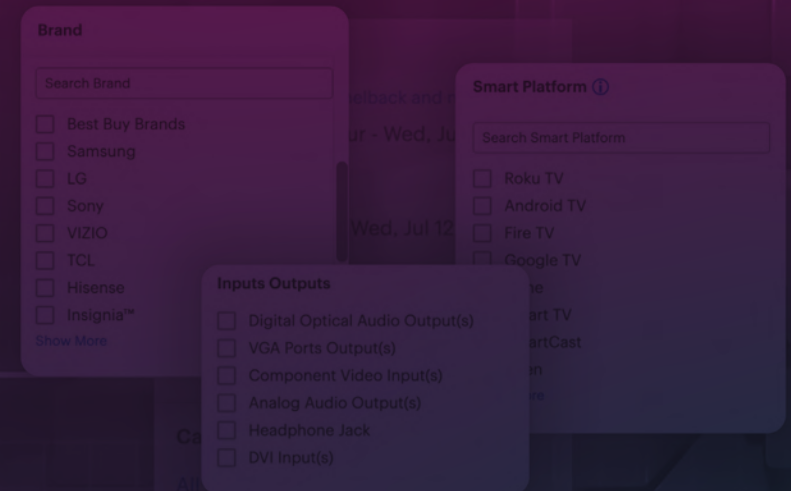
Best Buy's existing filtering system shows a notable inconsistency in its structure, display, and number of available filters, deviating from what users typically expect. Customers commonly use filters to navigate and sort through products efficiently. If the filters hinder users from refining their search and don't aid them in their search for a particular category or product, it can lead to frustration and confusion, compromising the overall value of the filtering features.

The overwhelming array of filters Best Buy's website complicates the shopping process, reducing their overall usefulness. Customers often find the excessive options more hindering than helpful, as the visual clutter impedes efficient product filtering and sorting. This not only makes it challenging for users to find specific items but also unnecessarily extends the duration of their shopping experience.

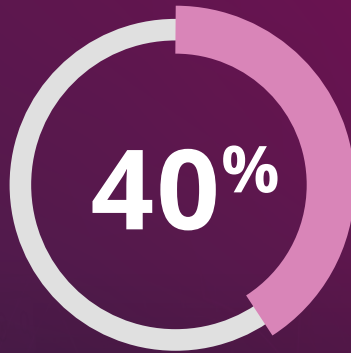
To address these challenges, improving the visibility and usability of the filtering features is crucial. By aligning the filters with users' expectations and simplifying the filtering process, the efficiency of the search and selection process will be significantly enhanced. This will not only make the shopping experience more efficient but also lead to a more user-friendly and satisfying shopping experience.



40% of users experienced difficulty identifying the most helpful filter when finding a product from the collection page







40% of users discovered that the product was out of stock when attempting to add their selected item to their cart

#### INSIGHT 6

## Ambiguous Product Availability Deters High-Intent Customers

Best Buy's approach of displaying out-of-stock products late in the customer journey creates confusion and dissatisfaction. Displaying product availability only during the product selection phase erodes user trust and potentially increases the risk of site abandonment.

Although users have the option to filter out out-of-stock items, the feature is not prominently displayed, making it challenging to find and use. This lack of clarity during the product search phase fosters uncertainty about product availability and undermines confidence in the website's information accuracy.

## INSIGHT 7

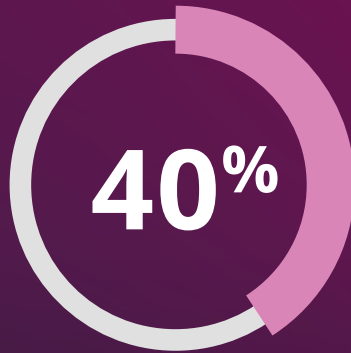
# Ineffective Information Architecture Prevents Product Exploration

The information architecture of the main navigation on Best Buy's website poses a significant challenge for users trying to locate and purchase products. The complex and intricate design is overwhelming, preventing users from quickly and intuitively finding the items they need.

Best Buy's use of higher-level categories that encompasses level 2 and 3 subcategories further complicates the user experience due to ineffective visual cues. The transition from the top level to level 2 is not visually distinct, leading to confusion as menu items shift within the same dropdown. This lack of clear visual signals impedes users' ability to track menu changes, posing challenges in navigating and understanding the website's hierarchy.

A more visually distinct representation of level 2 categories, clearly delineating subitems within each higher-level category, would greatly benefit users. By enhancing these visual cues within the navigation structure, the website can offer a more intuitive and user-friendly interface. Such improvements would streamline navigation, aiding users in locating and purchasing desired products.





40% of users expressed that the inconsistency in the website's design across sections adds to the confusion and negatively impacts user engagement

#### INSIGHT 8

## The Cost of Clutter: Visual Chaos and Banner Blindness Impacts Trust

The overabundance of content on the Best Buy website creates a visually cluttered interface, overwhelming users and hindering a streamlined browsing experience. This content overload impairs users' ability to focus and engage effectively. Additionally, the use of faint and subtle lines or borders between sections adds to the difficulty users face in distinguishing different parts of the page.

Banner blindness is a prevalent issue across the site, particularly on the mobile homepage. Large posters and images have been mistaken for ads, disrupting the shopping experience. This confusion can lead users to inadvertently overlook important information or promotions, negatively impacting their overall engagement with the website.



## CONCLUSION

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# From Oversight to Insight: Use Best Buy's Example to Enhance Your UX

Our in-depth analysis revealed critical issues within Best Buy's digital shopping experience. These identified challenges highlight common areas of misalignment that many companies across industries face.

Addressing these key UX misalignments is crucial for creating a more intuitive, efficient, and user-centric website. Such improvements not only demonstrate a commitment to customer satisfaction and innovation but also serve as a guide for other companies. By recognizing and rectifying these issues, businesses can better align innovation with user expectations, ultimately enhancing the digital shopping experience.



